

# BAKER BOTTS LLP

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## POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	10/724,546
Filing Date	November 26, 2003
First Named Inventor	Craig A. Pizaris-Henderson
Group Art Unit	3622
Examiner Name	Not Yet Assigned
Attorney Docket Number	AP35567 - 067282.0121

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as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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I am the:

☒ Applicant/Inventor.

☐ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

### SIGNATURE of Applicant or Assignee of Record

Name

David Clouston Rae

Signature

Date

15 April 04

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

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Name

Peter Thomas Neumann

Signature

Date

26 Apr 04

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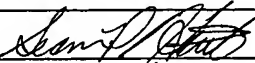
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Name

Sean Patrick Hart

Signature



Date

26 APRIL 2004

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### SIGNATURE of Applicant or Assignee of Record

Name

Robert Llewellyn Protheroe

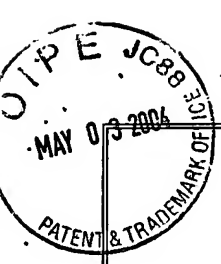
Signature

Date

April 26, 2004

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☐ \*Total of \_\_\_\_\_ forms are submitted.



**BAKER BOTTS** LLP

Attorney Docket Number: AP35567 - 067282.0121

Title:

SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING HAVING BIDDABLE ADVE

Use Space Below for Additional Information:



**BAKER BOTTS** LLP

**DECLARATION FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☐ Declaration Submitted with Initial Filing      OR      ☒ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number      AP35567 - 067282.0121

First Named Inventor      Craig A. Pisis-Henderson

**COMPLETE IF KNOWN**

Application Number      10/724,546

Filing Date      November 26, 2003

Group Art Unit      3622

Examiner Name      Not Yet Assigned

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

"SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING  
HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING ROUTING TO  
ADVERTISER WEBSITES"

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) **11/26/2003** as United States Application Number or PCT International

Application Number **10/724,546** and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

**DECLARATION — Utility or Design Patent Application****Claim for Benefit of Prior U.S. Provisional Application(s)**

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below:

Provisional Application Number	Filing Date
60/429,494	11/27/2002

**Claim for Benefit of Earlier U.S./PCT Application(s) under 35 U.S.C. 120**

*(complete this part only if this is a divisional, continuation or C-I-P application)*

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) or PCT international application(s) designating the United States of America that is/are listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior application(s) in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the duty to disclose information as defined in Title 37, Code of Federal Regulations, Section 1.56 which occurred between the filing date of the prior applications(s) and the national or PCT international filing date of this application:

Application Number	Filing Date	Status (patented, pending, abandoned)

## DECLARATION — Utility or Design Patent Application

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Name							
Address							
City				State		ZIP	
Country		Telephone			Fax		
<p>I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.</p>							
NAME OF SOLE OR FIRST INVENTOR :				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])				Family Name or Surname			
Craig Allen				Pisaris-Henderson			
Inventor's Signature				Date		4/27/04	
Fort Myers Residence: City		Florida State		USA Country		United States Citizenship	
Mailing Address 11710 Rosemount Drive							
Fort Myers City		Florida State		33913 ZIP		USA Country	
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])				Family Name or Surname			
Anthony Albert				Garcia			
Inventor's Signature				Date		4/26/04	
Fort Myers Residence: City		Florida State		USA Country		United States Citizenship	
Mailing Address 13800 Silver Lake Court							
Fort Myers City		Florida State		33912 ZIP		USA Country	
<input checked="" type="checkbox"/> Additional inventors are being named on the <u>2</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							


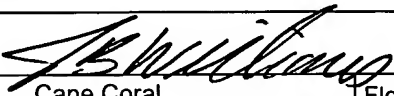
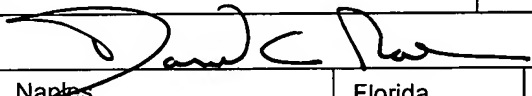




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<b>DECLARATION</b>	<b>ADDITIONAL INVENTOR(S)</b> <b>Supplemental Sheet</b> Page <u>1</u> of <u>2</u>
--------------------	---

<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Phillip Ross		Thune	
Inventor's Signature 		Date <u>4/27/04</u>	
Bonita Springs Residence: City	Florida State	USA Country	United States Citizenship
7885 Go Canes Way Mailing Address			
Mailing Address			
Fort Myers City	Florida State	33912 ZIP	USA Country
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason Benhard		Williams	
Inventor's Signature 		Date <u>4-16-04</u>	
Cape Coral Residence: City	Florida State	USA Country	United States Citizenship
2011 SE 13th Street Mailing Address			
Mailing Address			
Cape Coral City	Florida State	33990 ZIP	USA Country
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
David Clouston		Rae	
Inventor's Signature 		Date <u>15 Apr 04</u>	
Naples Residence: City	Florida State	USA Country	Canada Citizenship
209 Egret Avenue Mailing Address			
Mailing Address			
Naples City	Florida State	34108 ZIP	USA Country

**BAKER BOTTS LLP**Please type a plus sign (+) inside this box → **+****DECLARATION****ADDITIONAL INVENTOR(S)**  
**Supplemental Sheet**  
Page 2 of 2

<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Peter Thomas		Neumann	
Inventor's Signature		Date 26 April	
Fort Myers Residence: City	Florida State	USA Country	United States Citizenship
20 Winewood Court Mailing Address			
Mailing Address			
Fort Myers City	Florida State	33919 ZIP	USA Country
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Sean Patrick		Hart	
Inventor's Signature		Date 26 APRIL 2004	
Cape Coral Residence: City	Florida State	USA Country	United States Citizenship
13397 Broadhurst Loop Mailing Address			
Mailing Address			
Fort Myers City	Florida State	33919 ZIP	USA Country
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Robert Llewellyn		Protheroe	
Inventor's Signature		Date Apr. 26, 2004	
Naples Residence: City	Florida State	USA Country	United States Citizenship
9660 Wilshire Lakes Boulevard Mailing Address			
Mailing Address			
Naples City	Florida State	34109 ZIP	USA Country

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Name

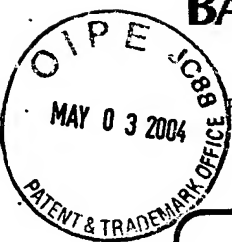
Craig Allen Pizaris-Henderson

Signature

Date

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Name

Anthony Albert Garcia

Signature

*Anthony A. Garcia*

Date

4/26/04

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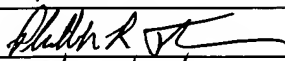
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Phillip Ross Thune

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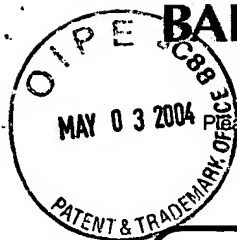


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Name

~~James~~ Benhard Williams

Signature

*James Benhard Williams*

Date

4/22/04

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